



**Environmental Education and Outreach Network (EEN)  
Annual Meeting  
June 18-20, 2007  
Five Rivers, Spanish Fort, AL**

**Goals:**

- Increase Gulf-wide collaboration among educator's through networking, sharing best practices, communication and organizing efforts
- Further Gulf Alliance goals by working on Environmental Education action items and bridging the gap with other priority issue teams
- Energize participants through increased knowledge and skills of educational techniques and programs that focus on the Gulf of Mexico and its ecosystems and people

**DAY 1 -Monday, June 18, 2007**

**8:00- 5:00**    **Gulf Coast Ocean Observing System (GCOOS)** – *see separate agenda*

**6:30 pm**       **Reception** – *All Invited Blue Gill Restaurant* [www.bluegillrestaurant.com](http://www.bluegillrestaurant.com)  
Sponsored by Fugro-GEOS – *thank you!*

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**DAY 2**

**Tuesday, June 19, 2007**

**8:30            Light Continental Breakfast**

**9:00            Welcome and Purpose of Workshop**

Objectives:

Lee Yokel, Environmental Education and Outreach Network Coordinator,  
Gulf of Mexico Alliance and Dauphin Island Sea Lab, AL

**9:10            Introductions**

Objectives: Participants introduce themselves

**9:20            Gulf Alliance Perspectives Sharon Walker**

Objectives: Share local knowledge and experience related to the Gulf of  
Mexico and Alliance efforts

Sharon Walker, Education Director, Mississippi-Alabama Sea Grant

**9:40            Gulf of Mexico Alliance and Education Network Overview**

Objectives: Understand the history of the Alliance and the purpose and goals  
of the EEN

**10:00          Break**

**10:15          Environmental Education Action Items & Workgroups (Panel Session)**

Objectives: Understand what the EEN is charged with and what they have  
accomplished to date

**Coastal Ecosystem Learning Center Network**

Sharon Hayes, EPA Gulf of Mexico Program, MS

*ED-1(2) Expand the existing Coastal Ecosystem Learning Center network so  
one facility exists in each of the five US Gulf States and the Mexican Gulf  
State of Veracruz*

**Underrepresented and Underserved Communities Workgroup**

Bryan Fluech, Florida Sea Grant

*ED-1(5) Develop an environmental education pilot program targeted towards underrepresented and underserved communities in the Gulf region.*

### **Website/Clearinghouse**

Linda Broussard, USGS National Wetlands Research Center, LA

*ED-1(7) Design and host a Web site to support education and outreach efforts of the Network, including an electronic clearinghouse to disseminate effective Gulf coast related educational information and materials via the Internet.*

### **Public Awareness Campaign**

Lee Yokel

*ED-2(1&2) Design and conduct a strategic public awareness campaign that will encourage Gulf stewardship and coastal hazard identification and prevention. Identify strategies for sustaining the public awareness campaign in the short-term and long-term.*

### **Community Workshops**

Tabitha Stadler, Rookery Bay Research Reserve, FL

*ED-1(1) Hold a series of Community Workshops, at least one in each Gulf State, to solicit citizen input into Alliance priorities and actions.*

**11:00**

### **Priority Issue Team Reports (panel session)**

Objectives: Learn about the progress of other Alliance priority issue teams

#### **Water Quality for Healthy Beaches and Shellfish Beds**

Kris Shipman, Texas Parks and Wildlife, TX

#### **Wetland and Coastal Conservation, Restoration and Resiliency**

Quenton Dokken, Gulf of Mexico Foundation, TX

#### **Identification and Characterization of Gulf Habitats**

Mary Mekkers, US Army Corp of Engineers, District of Mobile, AL

#### **Reducing Nutrient Inputs to Coastal Ecosystems**

Lynn Sisk, AL Department of Environmental Management, AL

#### **Q&A**

**12:00**

**Lunch (on site)**

**1:00**

### **International and Gulf Coast Ocean Observing Systems**

Objectives: Increase understanding of IOOS and GCOOS, specifically the plans for the Education and Outreach Committee, including history, goals, projects and timelines

Mike Spranger, Assistant Dean University of Florida, Assistant Director Florida Sea Grant and GCOOS Board of Directors

Jessica Kastler, Marine Education Instructor, Louisiana Universities

Marine Consortium and Chair of GCOOS Education and Outreach Committee (EOC)

**1:30 GCOOS/GOMA Break Out Session**

Objectives: Participants will create a list of potential actions for the EEN to collaborate with the GCOOS Education and Outreach Committee

**2:30 Report Out and Prioritize**

**3:00 Break**

**3:15 Engaging the Priority Issue Teams**

Objectives: Addressing ways to support and interface with the other GOMA priority issue teams

**4:15 Information Sharing Session**

Objectives: Create systems or processes to better communicate with each other

**5:15 Closing and Announcements - Lee Yokel**

**Departure** Dinner on Your Own – Informal Gathering

**DAY 2**

**Wednesday, June 20, 2007**

**8:00 am      Light Continental Breakfast**

**8:30            Public Awareness Campaign**  
**Speaker – Linda Burnette, Director of Communications and**  
**Governmental Affairs, St. Johns River Water Management District, Indian**  
**River Lagoon National Estuary Program**  
Sponsored by NOAA, National Coastal Data Development Center  
**Questions and Answers**

**9:30            Public Awareness Campaigns Case Studies**  
Successful and not-so-successful campaigns and their components  
**Tampa Bay Manatee Watch Boater Education Program**  
Tabitha Stadler, Rookery Bay NERR  
**South Carolina Littering Campaign**  
Ann Weaver, NOAA Gulf Coast Services Center

**10:00          Break**

**10:15          What makes a good campaign?**  
Objectives: Get participants thinking about the elements of an effective public  
awareness campaign  
**10:45          GOMA Public Awareness**  
Objectives: Create a list of action items related to the EEN public awareness  
campaign that can be used to move the project forward

**11:45          Lunch**  
**12:00          Speaker – Hilda Castillo, NAAEE Diversity Committee**  
Sponsored by EPA, Gulf of Mexico Program

**1:00            Underserved and Underrepresented Populations**  
**Science & Spanish Club** Richard Gonzales, Gulf of Mexico Foundation  
**1:15            Learning in Florida's Environment Program** Greg Ira, Florida Department  
of Environmental Quality

**1:30**      **Critical examination of strategies for reaching underserved and under-represented or low performing audiences – Greg Ira**  
**2:00**      **Networking Time (funding and other resources to support these efforts)**

**2:30**      **Other GOMA Business**  
Objectives: To discuss, synthesize and consolidate ideas generated from the past three days – items for July meeting consideration and other actions to pursue post meeting

**3:00**      **Next Steps, Wrap Up & Meeting Evaluation**  
Objectives: Thank participants and speakers for attendance and clarify roles and responsibilities after the meeting concludes

**3:30**      **Departure**

**Notes:**

**Need to incorporate website needs throughout meeting, gathering input**  
**Need to identify formal education needs throughout the meeting – forming a workgroup to address this specifically?**  
**Need to identify specific people to do ideas generated**